

United States of America

United States Patent and Trademark Office



Reg. No. 5,635,292

Registered Dec. 25, 2018

New Cert. May 13, 2025

Int. Cl.: 7, 11, 35

Service Mark

Trademark

Principal Register

MAGIC FX B.V. (NETHERLANDS besloten vennootschap (b.v.))
Schouwrooij 27
BOXTEL, NETHERLANDS NL-5281 RE

CLASS 7: Blowing machines used for creating wind effects; blowing machines, including machines for blowing confetti, soap bubbles and artificial snow; power operated blowers for launching confetti, foam and bubbles

CLASS 11: Effects apparatus and machines, for use in entertainment sector, namely, apparatus and machines for generating and dispersing artificial smoke, smoke, artificial snow, haze, wind; effects apparatus and machines, namely, smoke machines for use in entertainment sector; apparatus and installations for ventilating purposes, namely, fans; [light effect machines and installations; air treatment installations used for generating smoke;] snow making machines; installations for generating flames and flame balls powered by gas bottles; burners for generating flames for special effects use

CLASS 35: Retail store services in the field of effects apparatus and machines, for use in the entertainment sector, namely, snow-making machines, foam machines and blowing machines, including machines for blowing confetti, soap bubbles and artificial snow, blowing machines used for creating wind effects, snow machines, [apparatus for lighting, heating, steam generating, cooking, refrigerating, drying and ventilating purposes, laser lights, other than for medical use, decorative lighting for the entertainment sector, including rope lights, illuminated letter bars, laser lamps, light effect machines and installations, theatre lights, air treatment installations used for generating smoke,] snow-making machines, installations for generating flames and flame balls powered by gas bottles, [projector lamps,] burners, including used for generating flames; [advertising and business management, organizing events for commercial or advertising purposes; merchandising promotion; organization of exhibitions and trade fairs for commercial or advertising purposes; business advice in the trading of machines and apparatus for the entertainment sector, in particular effects apparatus and machines, snow-making machines, foam machines and blowing machines, including machines for blowing confetti, soap bubbles and artificial snow, blowing machines used for creating wind effects, apparatus for lighting, heating, steam generating, cooking, refrigerating, drying and ventilating purposes, laser lights, other than for medical use, decorative lighting for the entertainment sector, including rope lights, illuminated letter bars, laser lamps, light effect machines and installations, theatre lights, apparatus for the entertainment sector, in particular effects apparatus, in particular smoke machines, air treatment installations used for generating smoke, snow-making machines, installations for generating flames and flame balls powered by gas bottles, projector lamps, burners, including used for generating flames; import and export agencies in the field of machines and apparatus for the entertainment sector, in particular effects apparatus and machines, snow-making machines, foam machines and blowing machines, including machines for blowing confetti, soap bubbles and artificial

Coke Moya Smeets

Acting Director of the United States Patent and Trademark Office



snow, blowing machines used for creating wind effects, apparatus for lighting, heating, steam generating, cooking, refrigerating, drying and ventilating purposes, laser lights, other than for medical use, decorative lighting for the entertainment sector, including rope lights, illuminated letter bars, laser lamps, light effect machines and installations, theatre lights, apparatus for the entertainment sector, in particular effects apparatus, in particular smoke machines, air treatment installations used for generating smoke, snow-making machines, installations for generating flames and flame balls powered by gas bottles, projector lamps, burners, including used for generating flames;] including the aforesaid services via the internet

The color(s) black, white and red is/are claimed as a feature of the mark.

The mark consists of the wording "MAG:CFX" with "MAG:C" in white and "FX" in red in a black rectangle.

OWNER OF INTERNATIONAL REGISTRATION 1404542 DATED 09-12-2016,
EXPIRES 09-12-2026

SER. NO. 79-233,199, FILED 09-12-2016

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*

What and When to File:

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.